


NCLC 475 Multimedia Research and Project Development



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Andrew J. Ryan

Conference Committees



- Editing Team -- Responsible for editing all papers for content
- Layout Team -- Responsible for layout of journal (including format)
- Automation Team -- responsible for creating webpage for electronic archive of papers
- Design Team -- Will create cover (front and back) of journal using original artwork

Conference Committees



- Planning Committee -- Responsible for scheduling speakers and coordinating talks (according to topic). Will also create feedback mechanism for authors.
- Conference Committee -- Responsible for publicizing conference, inviting dignitaries, scheduling room (and equipment), ordering refreshments.

'How' versus 'What'



- The ability to present a solution to a problem FAR exceeds the cognitive resources used to implement it
- Given the following situations, discuss the how and what:
 - Users dissatisfied with text only web-access
 - Drivers distracted by head down displays and text based maps
 - SCUD missiles damage civilian areas

'Why' the 'What' is more Important

- Innovation takes place in the 'what' stage
- Most systems are repeated, when new technology is needed, the process is more deliberate
- A company who cannot detail 'what' they are going to do will never have the opportunity to reach the development phase
- The exception would be those who are using their own money to create a app.

Web Usability



- 25 million websites at the end of 2001
- Unlike other computer based systems, the user has no financial commitment to a website
- In software the customer pays first and experience usability later
- On the web, users experience first and pay later

Usability (cont)



- Web Usability is engineering more than art; it is rooted in design
 - It is more than a cool idea
- Fundamental errors in web design:
 - Business model: Treating the web like a brochure instead of a new paradigm
 - Project management: Developing according to company 'your' culture as opposed to the customer culture

Usability (cont)



- Page Design: Designing for the super-fantastic as opposed to an optimal user experience
- Content Authoring: Writing in a linear fashion as opposed to optimizing for online readers who often scan
- Linking strategy: Treating your site like an island without linking to other sites

Page Design



- The most immediately part of web design
- Screen real estate
 - Web pages should be dominated by content of interest to the user
 - Content should be 80% of the page with navigation comprising taking up 20%
 - Proximity compatibility principle
 - Similar tasks/actions should be grouped together

Page Design (cont)



- Cross platform design

- Explorer vs. Netscape

- Data-ink principle

- Ink should have a purpose

- Response times

- 1/10 of a second is about the limit for instantaneous reaction
- 1 second is the limit for the users flow to be uninterrupted

Page Design (cont)



- 10 seconds is the limit for keeping the user's attention focused on the dialogue
- **Linking strategy**
 - Avoid click here . . . It is not descriptive
 - Appropriate info for a link
 - Name of the site (if different from the current site)
 - Name of the subsite (different section)

Page Design (cont)



■ Metaphorical Designs

- Means different things to different people
- Can provide context but clever designs do not equate to usability

Writing for the Web



- People read 20-25 slower on the web than from paper
 - Print is about 300dpi (at least) the best screens are 110 dpi
 - Therefore you should write 50% less text
 - Write in block form as opposed to essay style

Situational Awareness



- There are three fundamental questions of navigation:
 - Where am I?
 - | Title page/consistent navigation
 - Where have I been?
 - | Do not change link colors, allows users to figure out where they have visited
 - Where can I go?
 - | Visible navigation (state of the world)

Measuring Usability



- Multi-attribute Utility (MUA) Analysis
 - A hierarchy for evaluating system performance
- Create categories and establish a threshold for acceptability
- Create usability survey based on categories
- Paradigm borrowed from software engineering

Measuring Usability

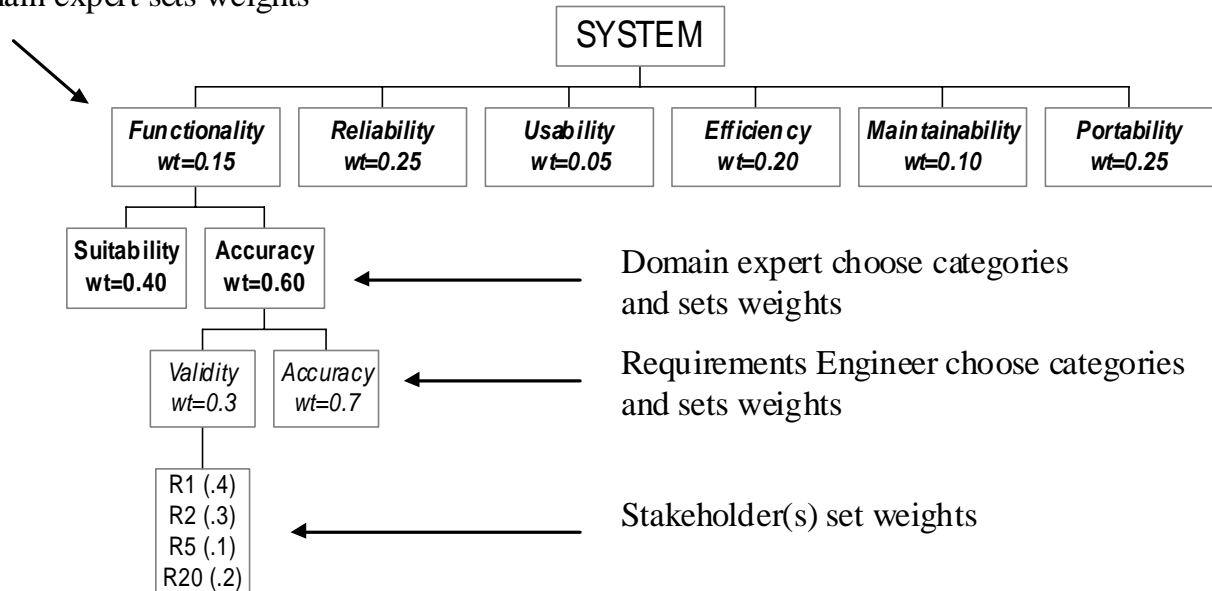
- It is difficult to define a universal measure for usability
- Acceptable Levels of Performance (ALPs) must be set and used as the main criterion for usability
- Eventually benchmarks can be established to create more precise metrics
- It is important to analyze usability testing results for incorporation into later prototypes

ISO 9126



RHA APPROACH

Domain expert sets weights



References



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